

SYGMA Video
Script v.9

CELL #	Video and Animation	Audio
1	<p>Opening Montage: Images of SYGMA employees, trucks, systems, logos, etc.</p> <p>Pan across words:</p> <ul style="list-style-type: none"> • SERVICE • INTEGRITY • SOLUTIONS • RELIABILITY 	<p>(MUSIC: Fast paced and driving beat)</p> <p>NARRATOR: (Example) Welcome to the SYGMANETWORK, a company where exceptional service, integrity, solutions and reliability are the only ways of doing business.</p>
2	<p>Various shots:</p> <ul style="list-style-type: none"> • SYGMA vehicles • Warehouse employees • SYGMA distribution centers • Wendy's stores • SYGMA and Wendy's employees. 	<p>Nurturing partner relationships is what it's all about. Since 1984, SYGMA has responded to its' partners by investing more energy and resources than any other food service distributor.</p>
3	Dissolve to spinning logo	From ordering to warehousing to delivery...we care...because your success is our success...
4	Graphic: Animated text page build.	
5	Transition	Music change
6	Dale Seefelt (:20)	<p>03.00.38</p> <p>DS: As business becomes more complicated and more expensive we have to figure out ways to take costs out of our business and with partners like Sygma we can certainly help ourselves do that, reduce some of our overhead and add more money to the bottom line.</p>
7	Dave Lederer Testimonial (:18 seconds) CGI truck traveling.	<p>01.01.16</p> <p>DL: ...the technology that Sygma is developing is, is critical to the success of our business. They're</p>

		one of the leaders in the technology area for us, and they're leading the way of the future on automating processes, both at their end of the business and at our stores.
8	Road signs with the acronyms of the various technologies come into view. The truck passes each one and then "pulls off" at "SWAT exit".	<p>NARRATOR: Fact...technological innovations enhance efficiencies in the supply chain...</p> <p>SYGMA's newest technology initiatives...</p> <ul style="list-style-type: none"> ➤ S.T.O.P.S. ➤ S.T.A.R.T.S. ➤ S.W.A.T. <p>...accomplish this goal, meaning your productivity increases.</p>
9	Footage of products being bar-coded, "picked" and forklifted into vehicles.	<p>SYGMA's Warehouse Automated Tracking program..."SWAT" ensures order accuracy.</p> <p>Using the latest in bar-code scanning technology, this system tracks products from the moment they arrive...through storage...until they are loaded on our trucks.</p>
10	<p>CGI truck traveling again.</p> <p>Sign reading S.T.A.R.T.S. Truck pulls off.</p>	<p>NARRATOR: SYGMA's Temperature and Refrigeration Tracking System..."STARTS", ensures product integrity.</p>
11	<p>Graphic: Truck trailer with three zones highlighted.</p> <p>Sensors appear one-by-one in each zone along with product and cooling unit sensors.</p>	<p>Our specially designed trucks have three temperature-controlled zones, each with it's own evaporator that maintains the perfect climate all the way from our state-of-the-art warehouses to your back door.</p> <p>This system, unique to SYGMA utilizes compartment sensors and three product sensors to monitor critical temperature levels. Additionally, each cooling unit is</p>

		equipped with multiple sensors that continuously keep tabs on vital system functions.
12	Truck traveling. Sign reading S.T.O.P.S.. Truck pulls off. Graphic: Truck cab is added to trailer from before and OBC is highlighted within cab.	NARRATOR: SYGMA's Transportation and On-board Partnering System... "STOPS", ensures on-time delivery. "STOPS" provides solutions with up-to-the-minute information about your deliveries using GPS satellite tracking and On-Board Computers.
13	Graphic: Connection is made from truck to Main Server in Columbus.	This system monitors truck location, provides immediate communication with our drivers, and can notify dispatch of any route delays.
14	Greg Ross Excerpt (:25 seconds)	01.17.44 GR: With the technology that we have today, with our Wendy's customers, they can be assured that our product was handled properly from the time we received it to the time it arrived at their store, knowing that the temperatures of the product were never out of line so that they receive the freshest and, and safest product that they can...
15	GRAPHICS: Floating captures of programs, publications and screen captures from SYGnet2 program.	NARRATOR: SYGMA's Suggested Ordering System, Sygmanetwork.com and SYGnet2 further streamline your operations by time and money.
16	Keith Begley Excerpt (:15 seconds)	03.09.00 KB: ...the ordering system that Sygma provides helps the manager order what they need so that they can get back online, take care of their customers and when the product comes in through the backdoor, the manager can check it off quickly...
17		

	Gary Roczanicheck Testimonial (:10 seconds)	02.06.49 GR: My experience as a franchisee with suggested ordering has been absolutely tremendous. I can't imagine now that we would be able to do our business without it.
18	Floating webpage images	NARRATOR: Utilizing the power of electronic communications, these programs provide you with the right ordering and inventory information...putting essential data at your fingertips.
19		NARRATOR: But...it's not just about "Hi-tech". It's about "Hi-touch".
20	Steve Deasey Excerpt	03.15.04 SD: Sygma and Wendy's have a relationship that goes back over thirty years, so it's, it's partnership is unique just by it's tenure alone...
21	Floating images of Dave Thomas and Joe Sugar and other historical photos(?).	(V.O. Only) SD: ...in addition to that I think although it's a business relationship yes, it's also truly a partnership. I think over the years we've developed enough confidence in each other, enough trust in each other that we talk with each other about issues that effect both our companies and I think both companies and the people who work for both companies are truly committed to making the system work as best as it can, so we listen to each other all the time.
22		NARRATOR: First...we listen to you. Then we deliver.
23	Transition	Music transition
24	Wendy's logo treatment	NARRATOR: With Wendy's, our unwavering commitment goes beyond technological innovations or cost-cutting measures...these

	Floating event stills and supporting images.	relationships are personal. Through sponsorship of Wendy's 3-Tour Golf Challenge and various local and corporate fund-raisers SYGMA continuously supports the legacy of Dave Thomas through Dave's Adoption Program.
25	Jack Whiting Testimonial (:17 seconds)	01.19.47 JW: My overall experience with Sygma throughout the 25 years that I've dealt with them, whether it be the truck driver that delivers the product or the executive at Sygma has been outstanding. They have always been there to, to show an interest in my business, if there's ever been an issue they've taken care of it without any questions.
26	Truck driving toward horizon. Final image: Spinning SYGMA logo.	THE SYGMA NETWORK... your partner in business... driven to excellence by...and for YOU. [Music fades out]